

Advertising in the Schools**PROHIBITION**

No advertising shall be allowed in the facilities or on the grounds of school property, except as expressly approved by the Board.

EXCEPTION

Nothing herein shall be construed to prevent advertising in publications which are published by student organizations, PTA/PTO, booster club, or other parent groups.

SOLICITATIONS

Salesmen, representatives, or agents shall not solicit or contact pupils, teachers, or other employees in the school during the school day without notice to and express prior approval of the Principal.

MATERIALS FOR STUDENTS

Principals shall determine whether nonschool-related advertising materials are to be sent home with students, using the following standards:

- 1. Activities advertised for non-profit, civic, and charitable organizations must primarily support student or general community interests, rather than a special or “for profit” interest of a sponsoring nonschool group. For example:**
 - a. Materials from not-for-profit groups that are not school-related, but are providing athletic and/or recreational opportunities for students shall be considered.**
 - b. Materials from not-for-profit organizations that are not school-related, but are dedicated to providing services to children shall be considered.**
- 2. Students shall not be used to carry home materials that are strictly commercial in nature.**

COMMUNITY INVOLVEMENT AND SUPPORT

The Board desires to provide optimal financial support for the essential needs of its educational programming and school facilities. To that end, the Board recognizes that financial relationships between Fort Thomas Independent Schools and businesses and individuals based on sound principles, along with community involvement, can contribute to high quality education and improved facilities. Positive financial relationships between the District and businesses and individuals should be ethical and structured in accordance with the following standards:

- 1. Community involvement must support the goals and objectives of the Fort Thomas Independent Schools.**
- 2. Programs involving community financial support must be structured to meet identified educational or facility needs and must be evaluated by the District to determine their relevance to the goals and objectives of the District.**

Advertising in the Schools**COMMUNITY INVOLVEMENT AND SUPPORT (CONTINUED)**

3. In recognition of the establishment of a community support program, appropriate signage or corporate logos may be posted on District property.

Public signs indicating the District's appreciation for a sponsor's support of the District shall likewise be permitted.

4. The District, its individual schools, and school groups may sell limited advertising such as programs, banners, etc., to support their programs as long as they have been expressly approved by the Board. Monies collected from the sale of advertising programs or signage will be collected by the activity sponsor and deposited into the respective school activity account by the school bookkeeper.
5. All community support or activity must be consistent with Board policies prohibiting discrimination on the basis of race color, national origin, religion, genetic information, sex, disability, age, or sexual orientation, and must be age-appropriate for the students involved.
6. No community support program will be permitted in the District or in the schools that:
- a. Promotes the use of illicit drugs, alcohol, tobacco, or firearms with the sole exception of alcohol use by attendees at events conducted by third parties at 20 N. Grand Avenue, as permitted in Policy 05.31
 - b. Promotes hostility, disorder, or violence
 - c. Attacks or demeans any ethnic, racial, or religious group
 - d. Is libelous
 - e. Promotes any specific religion
 - f. Inhibits the functioning of any school
7. The design and presentation of signage related to community support programs will be of high quality, which shall be determined by the Superintendent or designee.

REFERENCES:

KRS 158.183
OAG 68-452

RELATED POLICIES:

03.162/03.262/09.42811
04.312
09.33